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NADA

Tonkin to Green: NADA passes the power

ay Green, right, takes over the presidency of the National Automobile Dealers Association Tuesday from Ron Tonkin at the group's annual convention in Las Vegas. AUTOMOTIVE NEWS/JOE WILSSENS

INSIDE:

m New York to Seattle:
orters visit 46 cities in the United States and Canada for
ailed analysis of local conditions for retail car selling. The
-by-City section, inside.

Greg Penske surveys the lot in his Longo Limo (with the fringe on top). RON HUSSEY

At Longo, the buyers come back

Repeat business helps keep Penske outlet Toyota's top deal

By Dutch Mandel
AUTOMOTIVE NEWS STAFF REPORTER

EL MONTE, Calif. — Stephane Tawaragana squirms in her leather chair. She runs fingers through the fire-engine red hair covering half her scalp; the other half is shaved punk-cut clean.

For more than an hour she has sat by the side of her father who orchestrates the negotiations at Longo Toyota.

Her boyfriend, a hard-rock music disciple with tatoos crawling up each arm, looks on impassively. Rather than be here, he and Stephane would probably rather take in a Barry Manilow concert.

But Papa Tawaragana wouldn't miss this moment — nor does he want Stephane to miss it. He wants her to learn from this transaction and enjoy it as much as he does; he reckons she'll enjoy the car long after he has bought it for her.

Papa Tawaragana has been at the tables of Longo Toyota before. Each time, he has felt he got the best of the talks.

And each time, he has returned to buy another Toyota from Longo.

That is the key ingredient to Longo's enormous success: The customers come back.

By Longo estimates, 60,000 credit-worthy folk in the greater Los Angeles area think of Longo Toyota first — not the dealership down the street, nor the four Toyota stores they pass on their way to Longo.

The Tawaragana family is proof.

Expanding this pool of future customers is just one ingredient in the recipe that has made Longo the No. 1 Toyota dealer in the United States for 21 years and placed it among the nation's top five dealers nearly as long.

Other ingredients include healthy portions of hard work, an uncommon concern for customer service, a great helping of resources and a large dose of company pride sweetened with good pay for salespeople — all stirred with the inflexible stick of rigid corporate policies of automotive magnate Roger Penske.

Those policies are nurtured and enforced at Longo by Penske's son, Greg.

Last year, Longo Toyota sold 23,058 new cars and trucks, of which about 7,100 were fleet sales. In 1989, Longo was responsible for 15.1 percent of Toyota Motor Sales U.S.A.'s sales in import-hot California. One of every 40 Toyotas sold in America comes from Longo. Every 13 minutes that Longo was open last year, a new Toyota went out the door.

For a little over four years, Longo Toyota has been part of

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LABOR SHORTAGE:

Japan production could suffer if hiring continues to lag so far behind demand

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — The production pace is so intense and the labor shortage so acute that Toyota Motor Corp. is sending clerical workers, technicians and new recruits on to the lines to fill in the gaps.

If things continue at this rate, according to Vice Chairman Tsutomu Ohshima, Toyota will fall 50,000 to 60,000 units short of its production target for the year.

Toyota hired 1,900 temporary workers in 1989 to fill out a work force of 25,400. But still there are not enough workers.

"Even Toyota is finding it difficult to hire workers," Ohshima said, "and the situation is much more severe for the suppliers."

Toyota has a 5-year plan to more than double automation in its plants. It intends to install up to 4,000 robots at a cost of approximately $138,000 each — a total investment of up to $550 million.

Toyota and its affiliated suppliers are competing for the same people in the same pool, the Aichi district in central Japan.

> They (suppliers) are running at over-capacity, but they're still losing money.
>
> **Koji Endo**
> Nomura Securities

Nissan Motor Co. is using flexibility as a standard in applying automation in the new assembly plant it is building in Kyushu.

Some plants in Europe and the United States are already 20 to 50 percent automated in final assembly. Nissan averages 5 percent but plans to raise that to 20 to 30 percent by 1993.

The company estimates that is

see LABOR, page 34

GM looks to the East as it maps '90s growth

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — General Motors, encouraged by its strong performance in markets outside North America, has expansion plans for Eastern Europe and the Asia-Pacific region in the 1990s.

John F. "Jack" Smith Jr., GM executive vice president in charge of overseas operations, said GM is exploring opportunities in Eastern Europe, the Soviet Union and Asia-Pacific. Those markets will account for the bulk of GM's overseas growth in the 1990s, he said.

Despite an eroding market share and declining profits in North America, GM last week announced that vehicle sales outside North America reached a record 2.32 million in 1989. Analysts predict GM's overseas operations also will report record profits for 1989. GM Europe's 1989 profits are expected to exceed $2 billion, surpassing 1988's $1.8 billion. GM will announce 1989 earnings this week.

"It is not just Europe," Smith said. "We had a super year in Latin America. We saw good results and great growth opportunities in Asia-Pacific as well. All of our markets have been very strong."

For 1990, Smith predicted a sales dip in Europe. But he noted that a slowdown has been expected for three years and has yet to occur.

Smith said Latin America is a question because of a new government in Brazil that must deal with serious economic problems.

He said GM sees substantial new opportunities developing, primarily in Eastern Europe and Asia-Pacific.

GM is focusing much of its attention on Eastern Europe and how it can tap the potential of what appears to be a large market. The automaker has a study in progress to determine the size of the new-vehicle market.

"We know those are strong markets," Smith said. "They have very old cars that in every country need updating. All the manufacturers know and understand that."

In addition, demand exists for emissions-control technology and larger engines.

GM is looking closely at East Germany, Czechoslovakia and Poland, where it hasn't done much business in recent years, but where it has historical ties.

He characterized GM as "exploring the possibilities."

"And, of course, we are not alone," he added.

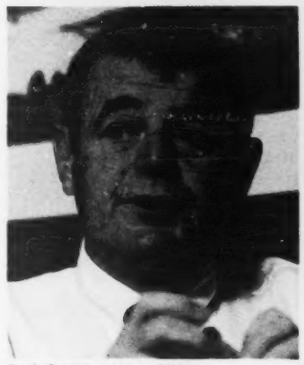
Likewise, GM is talking with the Soviet Union, though Smith refused any details of those discussions. Smith said the talks don't involve the Soviet Union's Gorky plant where plans are in the works to replace the mid-sized Volga line. Ford Motor Co. abandoned talks with the Soviet Union regarding that plant.

"It's too early to discuss anything concrete," Smith said. "We had discussions in Russia and continue to have discussions."

The talks are a reversal of GM's previous stand. About 18 months ago, Smith said GM had little interest in business there. "There have been some programs that make some sense to us," Smith said recently. "We've been working hard to try to work them out."

He envisions that any Eastern European effort would be through a joint venture.

see SMITH, page 201



Jack Smith, rising GM star

Another Smith on GM fast track

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — When John F. Smith Jr. ran General Motors' European operations, he had a clear strategy for tackling costs and boosting profits.

As president of GM Europe, Smith, who goes by the name Jack and isn't related to the other Smiths in top GM jobs, squeezed additional production from existing plants. He pumped funds into new-product development rather than brick and mortar. And he encouraged use of GM components.

The strategy resulted in GM Europe going from a $343 million loss in 1986 to record profits in 1989. Analysts predict the 1989 profit exceeded $2 billion, another record.

Smith, as GM's first executive vice president in charge of overseas operations, has been implementing the same strategy throughout GM worldwide.

The results are expected to be equally as successful and give Smith — 52 in April — a good shot at one of GM's top jobs.

To that, the unpretentious Smith, known to show up at company picnics in Europe wearing blue jeans, responds with the reply he appears to have practiced during his many years on GM's fast track: "I do not know anything about that. I am focused on this job and that is really all I am interested in."

Some industry observers expect Smith to be named to one of GM's top posts in the management shuffle brought on by the Aug. 1 retirement of Chairman Roger B. Smith.

During his 19 months in GM's top overseas job, Smith has played a key role in some major international ventures that put GM in a good position to capitalize on developing markets, including a joint venture with Saab-Scania AB and with Raba, the Hungarian truckmaker.

Smith was on a fast track before he went to Europe in 1986 from the post of president of General Motors of Canada.

Smith, who came up through the finance ranks, led the GM negotiating team that set up the landmark New United Motor Manufacturing Inc. joint venture with Toyota. He served from 1966 to 1976 on the GM financial staff in New York.

BEST COPY AVAILABLE

Volvo GM holds ground in Class 8 sales, eyes third place

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

Volvo GM Heavy Truck failed to capture third place in Class 8 sales last year but with added production capacity, officials are gearing up for another try this year.

The company has been largely targeting third-place Mack in its efforts to move up in sales. Mack, which has run into financial and other problems, saw its U.S. Class 8 retail sales drop 12.87 percent to 19,035 in calendar 1989.

Volvo GM's sales of 17,340 were up 1.47 percent.

Volvo GM officials blamed product shortages for costing them 1,500 sales last year which would have put them in close contention with Mack.

Officials are projecting 18,000 U.S. sales this year in a softer market. Truck industry officials are forecasting U.S. Class 8 sales of 120,000 to 144,000 vehicles this year compared to 145,068 in 1989.

Hans Alftren, manager and production coordinator, Volvo GM, said that with the company's increased production capacity of 93 trucks a day, it is able to produce 21,500 trucks this year. Last year, it had a 73-unit-a-day capacity.

Present capacity allows it to sell 19,000 trucks in the United States and 2,500 in Canadian and overseas markets, he added.

The company plans to increase capacity to 115 trucks a day during 1991-1992, if the market rebounds as anticipated.

A second shift will be added to the Orrville, Ohio, plant, doubling the plant's capacity to 40 vehicles a day. The plant's topcoat painting operation will also be expanded, Alftren said.

The company also plans to add two trucks a day to its Ogden, Utah, plant capacity, increasing production capability to 15 trucks a day.

More immediately, Volvo GM officials feel the first half of 1990 will be weak, but the second half will show a rebound, based on faster gross national product growth and pre-buying by customers to avoid 1991 emissions regulations and price hikes.

Thage Berggren, president and chief executive officer of Volvo GM, was also optimistic about company sales because of "important second orders" from a number of major fleet buyers. Along with private fleet orders, the company picked up a United States Postal Service order for low cab forward trucks.

Larry Oliphant, recently named president of Volvo GM Canada and previously the U.S. company's top sales executive, said the company started 1990 with a backlog of 6,600 truck orders compared to 6,300 a year ago.

He forecast that the for-hire carrier buying segment will continue to increase in the 1990s, while the private carrier buying segment would decline.

He also sees full-service leasing continuing to increase.

The independent carrier buying segment will "likely" decline and the government segment will remain about the same, Oliphant said.

Volvo GM's sales are "reasonably balanced" between geographic market segments and different buying groups, he added.

A major goal is to "develop our dealer network to become a consistent performer in North America by reaching an operating level of 25,000 trucks with an appropriate return on capital," Oliphant said.

The company now has 192 dealers, 120 of which are exclusive WhiteGMC dealers.

In 1989, 4 dealers sold more than 500 trucks, 16 sold more than 200 and 48 sold more than 100 trucks. The company's most successful dealer retailed 1,153 trucks last year.

Volvo GM plans to increase sales of its proprietary componentry in its vehicles.

Officials credited the availability of exclusive Volvo-built drivelines for part of the success of the domestically produced Autocar.

Volvo GM offers Volvo engines and transmissions in the Autocar, as well as T-ride suspensions whose sales doubled in 1989 and front axles whose sales increased "sevenfold," according to Oliphant.

The company launched a number of support programs, including 48-hour parts shipment guarantees, to further bolster Volvo component sales in 1990.

TRUCK BRIEFS

Eaton buys Microflex

CLEVELAND — Eaton Corp. has acquired a majority of the assets of Microflex Inc. NC, a developer of software products. The companies declined to detail terms of the transaction.

Microflex of Winston-Salem, N.C., is a developer of micro-electronic diagnostic technology used in the trucking and automotive industries. The company is operating as part of Eaton's Drivetrain Systems Division, headquartered in Galesburg, Mich., and Hounslow, England.

John S. Rodewig, Eaton vice president, Truck Components Operations/Worldwide, said Microflex's software experience in truck maintenance systems will help Eaton develop an integrated drivetrain systems capability.

The acquisition will help Eaton become a major global supplier of customer-specified integrated drivetrain systems and microprocessor-based components for commercial vehicles, he added.

Durakon retains Jerr-Dan

LAPEER, Mich. — Durakon Industries said that the stock purchase agreement with a subsidiary of Century Group Inc. to sell its Jerr-Dan Corp. has been terminated.

Jerr-Dan, a wholly-owned subsidiary comprising Durakon's vehicle transportation and towing segment, will be retained by the firm.

"The market for Jerr-Dan products remains strong, and we will mount an aggressive campaign this year to increase sales and support Jerr-Dan's growth," said David Laro, Durakon president.

Durakon had originally planned the sale of Jerr-Dan to reduce its long-term debt. It is headquartered in Greencastle, Pa., with locations in California, Georgia, Illinois, Missouri and Ohio.

Ford offers Series 60

DEARBORN, Mich. — Detroit Diesel Corp. will supply Series 60 premium diesel engines for Ford Class 8 L-series trucks in 1991, according to Kenneth F. Smith, Ford heavy truck general operations manager.

The engine will be added to Caterpillar and Cummins diesels as a regular production option for 1992 models delivered in the fall of 1991, Smith added.

Ford made the move in response to customer requests.

The company has already received an order for 75 AeroMax 9000 heavy trucks with the Series 60 engine, which will be delivered this summer, Smith said.

Freightliner used trucks

PORTLAND, Ore. — Freightliner Corp. has initiated a used-truck program to enhance the attractiveness of its dealerships as a place to buy such vehicles.

Under Freightliner's Select Used Truck program, vehicles are hand-picked, put through various engine, transmission and driveline checks and reconditioned before being certified.

The company also offers a 1-year, 100,000-mile warranty on the vehicles. It provides 100 percent coverage on parts and labor for the drivetrain, cab, frame rails and crossmembers, with very few exclusions.

Freightliner also offers special financing packages for the vehicles through its Mercedes-Benz Credit Corp. and through Associates Commercial Corp., the commercial finance subsidiary of The Associates in Dallas. Ford Motor Co. purchased The Associates last year.

Freightliner also has a national used-truck locator program to help fleets and dealers locate specific used Freightliner and Mercedes-Benz trucks as well as other brands of used trucks.

Borg-Warner divides, conquers for SAE exhibit

A "Great Divide Expedition" vehicle, part of the first 4-wheel-drive team to complete a continuous North-South border-to-border crossing of the Continental Divide, will be displayed at the Borg-Warner Automotive exhibit during the SAE convention in Detroit Feb. 26 to March 1. Range Rover provided the vehicle for the event.

Oshkosh Truck wins Army contract

OSHKOSH, Wis. — Oshkosh Truck Corp. was awarded first-year funding of $22.2 million for a U.S. Army multi-year contract for heavy equipment transport trucks.

The 4-year contract calls for 1,044 Oshkosh trucks and spare parts worth $213.9 million.

The contract also contains an option for the government to purchase up to 522 additional vehicles from the company.

The vehicles are designed primarily to pull trailers carrying the Army's main battle tank. Full production of the trucks is scheduled

LIGHT-DUTY TRUCK SALES, JANUARY

	Jan. 1990	Jan. 1989
Vans	11,523	11,515
Aerostar	15,613	14,033
Club Wagon	1,864	1,725
Ranger	23,796	22,195
Bronco	4,993	5,149
Bronco II	8,011	9,704
Pickups	45,106	43,360
Ford	**110,906**	**107,681**
Vans	7,932	6,489
Sportsvan	591	741
Geo Tracker	2,484	750
Astro	11,253	9,230
Lumina APV	3,472	0
S-10	16,221	16,149
S-10 Blazer	12,221	14,229
Blazer	1,702	1,774
Suburban	4,102	4,498
Pickups	40,300	35,512
Chevrolet	**100,278**	**89,372**
Pontiac Trans Sport	**1,938**	**0**
Olds Silhouette	**1,348**	**0**
Vans	3,844	4,621
Ram Wagon	1,359	1,804
Voyager	29,847	13,728
Caravan	33,376	14,335
Caravan C/V	998	1,006
Town & Country	510	0
Ram 50	1,380	2,567
Raider	317	654
Ramcharger	1,054	2,329
Dakota	6,701	7,592
Pickups	7,365	6,991
Chrysler	**86,751**	**55,627**
Vans	2,488	2,698
Safari	2,847	2,269
S-15	3,787	3,675
S-15 Jimmy	3,145	3,585
Jimmy	483	580
Suburban	1,882	1,745
Pickups	11,706	9,789
P Model	197	379
W-4	79	108
GMC	**26,614**	**24,828**
Wrangler	2,905	3,071
Wagoneer	435	704
Cherokee	13,032	11,868
Grand Wagoneer	672	1,054
Comanche	1,373	2,100
Jeep	**18,417**	**18,797**
Daihatsu	**253**	**0**
Toyota	**13,532**	**15,200**
Nissan*	**7,992**	**13,947**
Mazda	**5,559**	**6,910**
Isuzu	**6,759**	**6,626**
Mitsubishi	**4,826**	**2,897**
Suzuki	**1,373**	**2,058**
Range Rover	**362**	**495**
Imports	**40,656**	**48,133**
Industry Total	**386,908**	**344,437**

*—Includes import and domestic trucks
Compiled by Karen Delkowski

Sales hit peak; Chrysler minivan rebate helps

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

Light-truck sales set a record for January, aided largely by a first-time rebate on Chrysler minivans.

It was a big month for U.S.-based manufacturers, which increased their share of the market by several percentage points. U.S.-based firms captured 89.49 percent of the light-truck market, up from 86.03 percent last year.

Conversely, foreign-based manufacturers' share dropped to 10.51 percent from 13.97 percent in 1989.

The industry retailed 386,908 light trucks last month, topping January 1989's previous high by 12.33 percent.

Chrysler's first-ever minivan rebate was a major force behind the big increase, although Chevrolet also set a January record for truck sales.

Chrysler had its best-ever month for minivan sales, with 63,733. That topped the previous high of 44,504 in June 1988.

Dodge chalked up its best January, with 56,394 truck sales. The former January high was 41,899 in 1989.

Dodge dealers didn't get much help from the minivan rebate in selling other trucks. Caravan more than doubled its year-earlier performance, and the full-sized pickups were up slightly, but sales of other Dodge trucks declined in January.

Chevrolet retailed a record 100,278 trucks, up from the previous high of 99,103 in January 1985.

Chevrolet tweaked its incentives on the C/K pickups in late December, including some additional models.

But Chevrolet also had gains over the previous year in its full-sized vans, Geo Tracker and S-10 pickup.

The new Lumina APV van provided 3,472 sales in January. The APV is still gearing up in terms of production and availability.

Ford Division truck sales of 110,906 were up from 107,681 a year

Import sales rise in Japan, but still a drop in the ocean

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — Imports in Japan enjoyed another year of growth in 1989. A sales increase of 35 percent made it the fourth straight year of record gains.

But the total of 180,424 units was still only 4.5 percent of the total market. Sales of American cars, minus Honda, totaled 14,387, or less than 8 percent of that import slice and only 0.36 percent of the total market of 4,011,267.

The prevailing opinion, according to Ben R. Lever III, president of Ford Motor Japan, is that "the government will encourage or allow imports until they reach 10 percent of the market." Lever estimated that will happen in the latter half of the decade.

Within that seemingly tiny frame of opportunity, American makers are setting about the long process of establishing themselves in a market they have ignored for a decade.

The American Big 3's miniscule total was in a 1989 market of more than 4 million passenger cars. But it represented a 58 percent increase over the previous year.

General Motors sold 7,231 units, a 49 percent increase over the year before. James Steinhagen, director for GM's North American Vehicle Sales in Japan, said, "From our perspective, '89 was a good year."

Steinhagen's position in Japan is new. So is his office. The GM office in Tokyo used to concentrate on GM's relations with its affiliates, Suzuki Motor Co. and Isuzu Motors Ltd., but now it is back in the business of selling cars.

The sales target for 1990 is 9,000 units, which would be a record for GM in Japan, Steinhagen said. The last time sales were close to that was in 1979, when GM sold 8,675 cars. But that was before the American cars developed a bad reputation as gas guzzlers with poor quality.

Since then, the Japanese market has moved upscale to larger vehicles, and America has developed smaller models with better fuel efficiency.

Ford Motor Co. sold 2,684 Ford-made cars last year, an increase of 48 percent, and 3,283 Mazda-made Ford Probes, up 64 percent.

Chrysler Motors sold only 922 cars, but that was nearly 5½ times the 173 it sold in 1988. In addition, it sold about 250 Jeep Wranglers in the commercial sector.

All American makes have an image problem. Ten years ago, the issue may have been quality. These days, Lever said, "It's not so much a bad image as no image at all."

Steinhagen said he finds Japanese customers know hardly anything about GM except that it is a big company.

But the situation is improving. GM sells most of its cars through Yanase & Co. where they are displayed between Mercedes-Benz and Volkswagen models. Customers used to walk right through the showroom from VW to Mercedes without pausing. Now, they stop and look and buy GM cars, Steinhagen said.

The American makers are overcoming the product problem, but they still have a problem getting into the expensive distribution system.

Chrysler Japan Sales now has a new but small showroom at a major intersection in Tokyo. The company estimated it cost $1.8 million, much of it to lease the land.

Chrysler now sells through four direct retail shops, mostly in Tokyo, and 43 independent, nonexclusive dealerships throughout Japan. The goal this year is to add four or five dealers in the hope of doubling sales for the Cherokee, which accounted for more than half of Chrysler's 1,200 sales last year.

There has been talk of Chrysler selling through its partner, Mitsubishi Motors Corp., but little has come of it. Masao Maki, manager at Chrysler Japan Sales, said simply, "That is a gray area."

NEW-CAR SALES IN JAPAN

	1989	1988
France		
Citroen	3,908	2,417
Peugeot	4,586	2,364
Renault	1,992	1,371
Others	1	1
Total	10,487	6,153
Germany		
Audi	14,306	11,342
BMW	33,076	26,826
Mercedes-Benz	31,511	22,625
Opel	2,643	499
Porsche	4,053	2,434
Volkswagen	34,674	27,947
Others	30	25
Total	120,293	91,698
Italy		
Alfa Romeo	1,103	415
Autobianchi	321	544
Ferrari	337	390
Fiat	1,740	2,006
Lancia	708	645
Others	355	216
Total	4,564	4,216
Japan		
Daihatsu	50,741	44,213
Honda	434,030	386,568
Isuzu	43,394	55,633
Mazda	290,026	217,872
Mitsubishi	156,091	154,098
Nissan	996,989	860,681
Subaru	72,315	52,122
Suzuki	26,350	25,743
Toyota	1,760,907	1,633,176
Total	3,830,843	3,430,106
Sweden		
Saab	2,631	2,103
Volvo	7,122	4,634
Total	9,753	6,737
United Kingdom		
Jaguar	2,703	1,652
Rolls-Royce	327	280
Lotus	322	259
Rover	10,014	6,816
Others	1,153	782
Total	14,519	9,789
United States		
Chrysler	922	173
Eclipse	23	0
Ford	2,684	1,808
Probe	3,283	2,001
General Motors	7,231	4,841
Honda	4,697	5,392
Others	244	296
Total	19,084	14,511
Others	1,724	529
Total imports	180,424	133,583
Grand total	4,011,267	3,563,210

SOURCES: Japan Automobile Dealers Association, Japan Automobile Importers Association

Toyota head falls for Ford Mustang

TOKYO — Toyota Motor Corp. President Shoichiro Toyoda is convinced Americans can do better than just the handful of sales they have been making in Japan.

At that, Toyoda patted a hand over his chest to suggest the palpitating heart of a young man in love. Toyoda was so impressed with the early Ford Mustang that he bought one.

As for the current Mustang, he said that is a good car, too. But he added with a laugh, "You don't get over your first love."

Import shops like Jaguar Japan Ltd. and Jax Renault line Kampachi Dori Avenue, a prestigious address in Tokyo.

Chrysler, supported by Ford and GM, initiated a report for the American Chamber of Commerce in Japan last summer. It called for dual dealerships, or the same opportunity the Japanese enjoyed when they entered the U.S. market.

The paper received wide publicity in Japan and raised questions about Chrysler's relationship with Mitsubishi. Chrysler reportedly turned to Mitsubishi too late to get help. Mitsubishi was already trying to set up a network to sell Mercedes-Benz.

Chrysler then set up shop with an importer, J. Osawa and Co. Ltd. But after the Chamber of Commerce report, Mitsubishi invited Chrysler to approach its dealers. Chrysler did. It went to dealers of other Japanese makers as well, Maki said, but with few concrete results.

The exception is a Toyota dealership in Sendai that sells Chrysler models at a separate location and under a different dealership name.

After the report appeared, there were rumors that GM would sell its cars through Toyota Motor Co. Toyota President Shoichiro Toyoda said "it is conceivable" Toyota dealers would sell other makes, but added that there were no such plans.

GM is not looking for that kind of help from Toyota or anyone else, according to Richard Johnson, executive vice president of GM Overseas Corp. Johnson said GM supported the Chamber of Commerce paper in principle because it had unsuccessfully approached Japanese dealers. But Johnson said, "We can't wait around for that problem to be solved."

Johnson said GM is committed to its long-term partner, Yanase, and to Suzuki, which started selling the Pontiac Grand Am a year ago. He did not rule out any other connection, and he said there is still Saturn.

The Chamber of Commerce paper pointed to the need for newcomers in a market to tie up with larger dealers selling Toyotas and Nissans. A visit to a Suzuki dealership illustrates the problem when the maker is not at the top of the market.

At one outlet in Tokyo, Suzuki has arranged to sell imported GM and Peugeot cars. But it does not have room for both at the same time. When *Automotive News* visited, there were only two Peugeots on the floor. GM cars are shown in alternate weeks.

Ford may be in the best position among the American makers in terms of exclusive dealerships. Ford sells through the Autorama channel, set up with Mazda Motor Corp. to sell Ford-badged cars. There are now 290 outlets, and the target for 1992 is 500.

Ford has been importing the Taurus, Probe and Lincoln Continental and recently introduced the Thunderbird. But Lever is looking beyond last year's 5,967 combined Ford and Ford Probe sales. He acknowledged it will take time to build acceptance, but he said, "We want volume."

So does GM, which has begun homologation in the United States for some products, starting with Cadillac. GM also is making a feasibility study on right-hand drive, Steinhagen said. "We'll go mainstream," he said. "It is the only way to get volume."

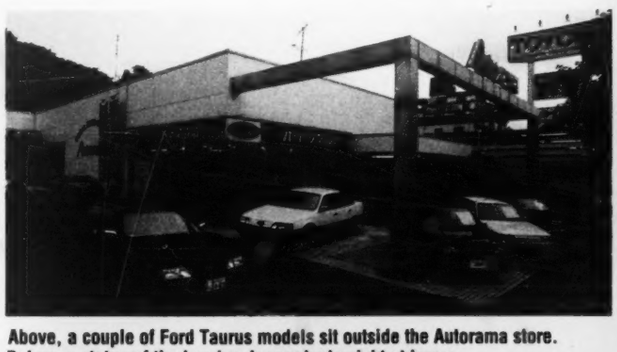
BMW Japan plans 10 new outlets

TOKYO — Japan does not need any barrier against car imports, according to Hans-Peter Sonnenborn, president of BMW Japan.

"Land is a barrier," he said. "The scarcity of land. The price of land. The regulations of land. That will stop our growth."

BMW is second behind Volkswagen in import sales in Japan. But the company has established a prominent image in Japan, with 120 exclusive outlets nationwide. BMW plans another 10 outlets this year and will invest 12 billion yen ($82.7 million) during the next five years.

For a newcomer that has to buy a Tokyo site — 4,500 to 5,500 square feet is a minimum — it can cost $7 million, he said.



Above, a couple of Ford Taurus models sit outside the Autorama store. Below, a statue of the leaping Jaguar looks right at home.

SALES

DOMESTIC CAR SALES, JANUARY

	Jan. 21, to Jan. 31, 1990	Same Period, 1989	Jan. 1990	Same Month, 1989	Jan. 1 to Jan. 31, 1990	Same Period, 1989
Talon	990	0	2,460	0	2,460	0
Premier	836	1,304	1,699	2,828	1,699	2,828
Total Eagle	**1,826**	**1,304**	**4,159**	**2,828**	**4,159**	**2,828**
Horizon	709	1,190	1,907	2,947	1,907	2,947
Laser	1,941	253	4,190	455	4,190	455
Sundance	1,665	2,976	5,155	6,315	5,155	6,315
Reliant	247	1,343	669	3,808	669	3,808
Acclaim	3,579	1,406	8,875	2,318	8,875	2,318
Caravelle	0	48	0	136	0	136
Gran Fury	0	201	0	505	0	505
Total Plymouth	**8,141**	**7,417**	**20,796**	**16,484**	**20,796**	**16,484**
LeBaron A	81	61	121	170	121	170
LeBaron J	2,105	2,953	5,502	6,544	5,502	6,544
LeBaron GTS	153	236	324	554	324	554
Fifth Avenue (rwd)	148	472	268	1,563	268	1,563
Fifth Avenue (fwd)	1,569	0	3,831	0	3,831	0
Imperial	505	0	1,199	0	1,199	0
New Yorker C	1,676	4,190	3,600	9,163	3,600	9,163
New Yorker E	0	7	0	25	0	25
Total Chrysler Div.	**6,237**	**7,919**	**14,845**	**18,819**	**14,845**	**18,819**
Omni	731	1,101	1,874	2,841	1,874	2,841
Shadow	2,096	2,732	6,242	6,010	6,242	6,010
Monaco	68	0	112	0	112	0
Daytona	1,176	1,969	3,074	4,599	3,074	4,599
Aries	184	1,128	538	3,766	538	3,766
Lancer	231	152	326	375	326	375
Spirit	3,434	1,215	7,140	2,458	7,140	2,458
Diplomat	0	379	0	780	0	780
Dynasty	3,306	3,261	8,884	8,061	8,884	8,061
Dodge 600	0	39	0	124	0	124
Total Dodge	**11,226**	**11,976**	**28,190**	**29,014**	**28,190**	**29,014**
CHRYSLER MOTORS	**27,430**	**28,616**	**67,990**	**66,345**	**67,990**	**66,345**
Escort	9,417	13,395	22,987	30,027	22,987	30,027
Mustang	3,622	6,012	9,494	12,377	9,494	12,377
Tempo	7,050	10,476	20,255	21,518	20,255	21,518
Taurus	10,629	10,952	28,023	25,555	28,023	25,555
Thunderbird	3,356	3,867	8,697	8,619	8,697	8,619
Probe	3,990	3,823	9,551	9,215	9,551	9,215
Crown Victoria	3,436	3,563	8,942	8,209	8,942	8,209
Total Ford Div.	**41,500**	**52,088**	**107,949**	**115,520**	**107,949**	**115,520**
Topaz	2,663	3,773	7,260	7,784	7,260	7,784
Sable	3,527	3,533	8,527	7,508	8,527	7,608
Cougar	2,466	3,187	6,002	6,780	6,002	6,780
Grand Marquis	4,036	4,339	9,733	9,016	9,733	9,016
Total Mercury	**12,692**	**14,832**	**31,522**	**31,188**	**31,522**	**35,296**
Continental	2,833	2,130	5,593	5,056	5,593	5,056
Town Car	3,892	3,941	10,394	8,132	10,394	8,132
Mark VII	858	852	1,818	1,831	1,818	1,831
Total Lincoln	**7,583**	**6,923**	**17,805**	**15,019**	**17,805**	**15,019**
Total L-M Div.	**20,275**	**21,755**	**49,327**	**46,207**	**49,327**	**46,207**
FORD MOTOR CO.	**61,775**	**73,843**	**157,276**	**161,727**	**157,276**	**161,727**
Skyhawk	73	589	216	1,382	216	1,382
Somerset/Skylark	4,187	1,555	8,619	3,360	8,619	3,360
Century	4,793	5,637	10,189	10,986	10,189	10,986
Regal	1,840	2,711	4,474	5,198	4,474	5,198
LeSabre	5,054	3,192	11,479	7,078	11,479	7,078
Reatta	221	174	377	403	377	403
Electra	4,015	2,442	7,277	5,254	7,277	5,254
Riviera	616	572	1,434	1,304	1,434	1,304
Total Buick	**20,799**	**16,872**	**44,065**	**34,965**	**44,065**	**34,965**
Cimarron	0	44	0	95	0	95
Allante	111	110	314	226	314	226
Seville	988	725	2,125	1,887	2,125	1,887
DeVille	6,770	5,922	14,130	12,396	14,130	12,396
Brougham	1,147	1,063	2,615	2,324	2,615	2,324
Eldorado	720	1,018	1,766	2,174	1,766	2,174
Total Cadillac	**9,736**	**8,882**	**20,950**	**19,102**	**20,950**	**19,102**
Geo Prizm/Nova	4,107	1,290	8,848	3,794	8,848	3,794
Cavalier	10,543	11,525	27,791	21,946	27,791	21,946
Camaro	2,234	3,203	5,715	7,338	5,715	7,338
Celebrity	766	8,446	1,853	17,563	1,853	17,563
Corsica/Beretta	9,871	13,188	22,462	24,216	22,462	24,216
Lumina/Monte Carlo	6,458	122	19,465	310	19,465	310
Caprice	4,415	3,875	10,102	8,959	10,102	8,959
Corvette	524	511	1,477	1,164	1,477	1,164
Total Chevrolet	**38,918**	**42,160**	**97,713**	**85,290**	**97,713**	**85,290**
Firenza	0	4	0	4	0	4
Calais	2,621	2,863	6,370	6,804	6,370	6,804
Cutlass Ciera	3,867	7,846	10,326	17,035	10,326	17,035
Cutlass Supreme	3,125	5,974	9,487	10,155	9,487	10,155
88	3,383	4,055	8,235	9,194	8,235	9,194
98	1,448	2,165	3,550	4,946	3,550	4,946
Toronado	502	353	912	724	912	724
Total Oldsmobile	**14,946**	**23,260**	**38,880**	**48,862**	**38,880**	**48,862**
Fiero	0	104	0	365	0	365
Sunbird	4,304	2,241	10,690	5,009	10,690	5,009
Firebird	1,298	1,567	3,138	3,249	3,138	3,249
Grand Am	5,624	7,593	16,060	14,358	16,060	14,358
Pontiac 6000	1,498	2,673	4,173	5,128	4,173	5,128
Grand Prix	2,596	7,475	6,923	11,733	6,923	11,733
Bonneville H	2,647	3,126	5,891	6,073	5,891	6,073
Safari/Parisienne	0	133	0	306	0	306
Total Pontiac	**17,967**	**24,912**	**46,875**	**46,221**	**46,875**	**46,221**
GENERAL MOTORS	**102,366**	**116,086**	**248,483**	**234,440**	**248,483**	**234,440**
Civic	7,253	5,464	13,956	10,266	13,956	10,266
Accord	12,216	6,338	18,285	11,832	18,285	11,832
HONDA	**19,469**	**11,802**	**32,241**	**22,098**	**32,241**	**22,098**
MAZDA	**2,634**	**1,621**	**4,396**	**2,557**	**4,396**	**2,557**
MITSUBISHI	**2,884**	**807**	**6,146**	**807**	**6,146**	**807**
NISSAN	**2,582**	**4,227**	**5,198**	**7,710**	**5,198**	**7,710**
TOYOTA	**11,347**	**8,616**	**22,875**	**10,775**	**22,875**	**10,775**
DOMESTIC TOTAL	**230,487**	**245,569**	**544,605**	**506,459**	**544,605**	**506,459**
IMPORT TOTAL			**208,694**	**210,701**	**208,694**	**210,701**
INDUSTRY TOTAL			**753,299**	**717,160**	**753,299**	**717,160**

Trucks star as January sales rise

Car deliveries climb 5% for month, trucks advance 12%

IMPORTED CAR SALES, JANUARY

	Jan. 1990	Jan. 1989
Acura	10,087	9,513
Alfa Romeo	109	218
Aston Martin*	5	5
Audi	1,283	1,809
BMW	4,919	5,683
Chevrolet	14,601	7,811
Chrysler	944	542
Daihatsu	1,402	1,104
Dodge	1,717	3,025
Eagle	1,199	2,695
Ferrari*	80	80
Ford	5,985	6,453
Honda	15,871	15,558
Hyundai	11,883	15,174
Infiniti	1,071	0
Isuzu	208	1,549
Jaguar	1,523	1,492
Lamborghini*	13	13
Lexus	4,135	0
Lotus*	27	27
Maserati*	20	22
Mazda	16,644	16,437
Mercedes-Benz	4,654	5,036
Mercury/Merkur	2,503	5,189
Mitsubishi	15,700	5,039
Nissan	27,311	29,108
Peugeot	336	448
Plymouth	1,740	2,796
Pontiac	1,407	3,737
Porsche	696	605
Rolls/Bentley*	100	100
Saab	1,967	2,435
Sterling	505	788
Subaru	6,578	10,249
Suzuki	615	547
Toyota	32,846	36,376
Volkswagen	8,297	9,029
Volvo	8,834	9,139
Yugo	879	870
TOTAL	**208,694**	**210,701**

*—Estimate

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — New-vehicle sales rebounded in January, boosted in part by incentives and pent-up demand by customers after a dismal December.

Consumers purchased 753,299 cars in January, up 5.04 percent from the same period a year ago; and 386,908 light trucks, up 12.33 percent.

The total of 1,140,207 topped the year-earlier total by 7.40 percent.

Light trucks led the advance for the Big 3, surging 18.45 percent in January from a year earlier. Car sales rose only 2.43 percent.

Chrysler Corp. reported record domestic vehicle sales for January. Deliveries rose 24.66 percent over last year because of a 45.32 increase in truck sales. Car sales were up 2.48 percent.

General Motors reported an increase of 9.34 percent in domestic sales. Cars rose 5.99 percent and trucks climbed 16.26 percent.

At Ford, domestic sales dipped 0.46 percent from last January. Trucks rose 2.99 percent, and cars fell 2.75 percent.

Chrysler's best January ever was the direct result of the rebates on its popular minivans and its guaranteed rebate program.

Minivan rebates ran from Dec. 15 to Jan. 31, offering buyers $1,000 in cash or alternative low-interest financing. It was the first time Chrysler offered rebates on those models.

MARKET SHARES, Domestic Cars

	January Sales	Pct. of Total
Subcompact	87,981	16.16
Compact	147,864	27.15
Intermediate	208,946	38.37
Standard	97,646	17.93
Specialty	2,168	0.40
TOTAL	**544,605**	**100.00**

Now, some Chrysler dealers are saying they need more product to sustain the momentum.

"We had a surprising January," said Tony Cueva, general manager of Fairfax Chrysler-Plymouth in Fairfax, Va.

"The biggest factor was the incentive program, which created awareness," he said. "We sold a lot of Voyagers and Lasers."

Heading into January, Cueva said, the dealership had a three-month supply of vehicles and now has only a 15- to 20-day supply.

"February is shaping up pretty good, too," he said. "We need more merchandise. There is a shortage of Chrysler LeBarons."

Every GM division showed a gain except Oldsmobile, where sales tumbled 20.43 percent in January from a year ago.

GM offered hefty buyer incentives of up to $2,000 on some of its models. Oldsmobile has stopped its customer rebates, except for the Cutlass Supreme. Instead, it has redirected its marketing strategy toward dealer incentives.

GM conceded that the rebates offered by Chrysler increased showroom traffic for GM dealers.

Ford said it had especially strong fleet sales in January 1989, which affected the 1990 vs. 1989 comparison.

"Due to the downtime at a number of our plants in the early part of this January, assembly and shipment of many fleet units was delayed," said Robert L. Rewey, vice president of sales operations, Ford North American Automotive Operations.

"As a consequence, our car sales comparisons for the month understate considerably the degree to which retail demand recovered from the depressed levels of the fourth quarter," he said.

Japanese automakers gained 3.37 percentage points of car market share in January. The Japanese took market share from all their rivals except GM — and 3 points of the increase came from Ford and Chrysler.

Car market share at GM improved to 35.11 percent from 34.30 percent in January 1989.

Chrysler dipped to 9.77 percent from 10.51 percent last year, and Ford's market share sagged to 22.01 percent from 24.17 percent in January 1989.

Nissan's U.S.-built car sales tumbled 32.58 percent in January, and its domestic-import car total was down 8.79 percent from a year earlier.

Honda's U.S.-built sales rose 45.90 percent, and Toyota's went up 112.30 percent. Toyota's Kentucky plant was in a start-up mode a year ago.

Despite the full-month increase, sales in the Jan. 21-31 period dipped from the 1989 total. U.S.-built cars and trucks fell 1.58 percent. Trucks rose 7 percent.

U.S. CAR SALES BY MARKETING UNITS, JANUARY

	Jan. 1990	Percent Share	Jan. 1989	Percent Share
Alfa Romeo	109	0.01	218	0.03
Aston Martin*	5	0.00	5	0.00
American Honda	58,199	7.73	47,169	6.58
BMW	4,919	0.65	5,683	0.79
Buick	44,065	5.85	34,965	4.88
Cadillac	20,950	2.78	19,102	2.66
Chevrolet	112,314	14.91	93,101	12.98
Chrysler	15,789	2.10	18,561	2.59
Daihatsu	1,402	0.19	1,104	0.15
Dodge	29,907	3.97	32,039	4.47
Eagle	5,358	0.71	5,523	0.77
Ferrari*	80	0.01	80	0.01
Ford	113,934	15.12	121,973	17.01
Hyundai	11,883	1.58	15,174	2.12
Isuzu	208	0.03	1,549	0.22
Jaguar	1,523	0.20	1,492	0.21
Lamborghini*	13	0.00	13	0.00
Lincoln	17,805	2.36	15,019	2.09
Lotus*	27	0.00	27	0.00
Maserati*	20	0.00	22	0.00
Mazda	21,040	2.79	18,994	2.65
Mercedes-Benz	4,654	0.62	5,036	0.70
Mercury/Merkur	34,025	4.52	36,377	5.07
Mitsubishi	21,846	2.90	5,846	0.82
Nissan	33,580	4.46	36,818	5.13
Oldsmobile	38,880	5.16	48,862	6.81
Peugeot	336	0.04	448	0.06
Plymouth	22,536	2.99	19,280	2.69
Pontiac	48,282	6.41	49,958	6.97
Porsche	696	0.09	605	0.08
Rolls/Bentley*	100	0.01	100	0.01
Saab	1,967	0.26	2,435	0.34
Sterling	505	0.07	788	0.11
Subaru	6,578	0.87	10,249	1.43
Suzuki	615	0.08	547	0.08
Toyota	59,856	7.95	47,151	6.57
Volvo	8,834	1.17	9,139	1.27
VWoA	9,580	1.27	10,838	1.51
Yugo	879	0.12	870	0.12
TOTAL	**753,299**	**100.00**	**717,160**	**100.00**
TOTAL GM	**264,491**	**35.11**	**245,988**	**34.30**
TOTAL FORD	**165,764**	**22.01**	**173,369**	**24.17**
TOTAL CHRYSLER	**73,590**	**9.77**	**75,403**	**10.51**
TOTAL JAPANESE	**203,324**	**26.99**	**169,427**	**23.62**
TOTAL EUROPEAN	**34,247**	**4.55**	**37,799**	**5.27**
TOTAL KOREAN	**11,883**	**1.58**	**15,174**	**2.12**

*—Estimate Big 3 totals include their captive imports.
Percent share may contain error of one or two points due to rounding. Sales charts compiled by Karen Detkowski

U.S. car-truck trade deficit moves up again in October

WASHINGTON — The U.S. trade deficit for passenger cars and light trucks grew 1.6 percent in October, following a 3.4 percent increase in September. The value of automotive exports and imports fell for the month.

The latest figures from the U.S. Commerce Department place the automotive trade deficit for October at $4.0 billion, compared with $3.93 billion in October 1988.

The annualized U.S. automotive trade deficit of $45.6 billion is 4.8 percent higher than the deficit for the 12-month period ended October 1988.

The number of cars imported during October declined 12.0 percent from a year earlier, to 352,118 units with an estimated value of $3.92 billion. Imports of light trucks increased 9.7 percent for the month, to 79,300 units with an estimated value of $795.3 million.

The number of cars exported in October fell 35.6 percent from 1988 to 42,667 with an estimated value of $568.2 million. The number of light trucks exported in October fell 23.6 percent to 12,295.

U.S. exports of cars to Japan increased by 49 units in October, but the value was down 23.3 percent. The value of car exports to Canada was down 53.8 percent. Light-truck exports to Canada increased in value by 6.6 percent during October but fell 80.6 percent to countries identified as "others."

During the 12-month span, total U.S. automotive exports fell 30.1 percent, from an annualized total of 964,076 vehicles in the period ended October 1988 to 673,914 a year later.

Imports of cars and light trucks also slipped on an annualized basis. The number of vehicles imported for the year ended October 1989 was 5.05 million, down from 5.34 million the previous year.

The number of car imports from Japan was down 11.6 percent for the month; Japanese imports of light trucks fell 31.1 percent in October.

Imports of cars from Canada were up 1.6 percent, and Canada's truck shipments rose 68.0 percent.

Imports of West German cars increased 5.4 percent in October to 21,274.

The number of cars shipped from South Korea fell 36.2 percent in October to 17,671 units.

Swedish cars bound for the United States fell 32.9 percent to 8,242.

Mexico shipped 5,866 cars in October, up 61.2 percent over 1988.

Yugoslavia again failed to export any vehicles to the United States for the month.

Car shipments from the United Kingdom were down 52.7 percent for the month, to 1,533.

Italy continued to increase U.S.-bound car shipments in October, registering a 327.6 percent increase for the month. On an annualized basis, Italian imports were 45.7 percent ahead of the previous year.

France exported only 5 cars to the United States, compared with 849 in October 1988. French imports were 57.9 percent behind the previous year's annualized tally.

Brazil did not export cars to the United States in October.

Countries classed as "others" exported 2,663 cars to the United States in October compared with 1,952 a year earlier.

U.S. AUTOMOTIVE TRADE BY VALUE

(x $1,000)

Passenger cars

Country	Trade	Oct. 1988	Oct. 1989	Nov. 1987-Oct. 1988	Nov. 1988-Oct. 1989
Japan	Export	$ 52,236	$ 40,084	$ 223,212	$ 234,418
	Import	2,032,008	1,924,129	19,637,509	20,665,420
Canada	Export	675,773	312,519	6,384,089	4,043,446
	Import	1,149,601	1,167,313	13,303,348	12,630,464
West Germany	Import	497,553	421,731	6,692,406	5,528,154
South Korea	Import	152,720	103,849	2,429,556	1,826,885
Sweden	Import	198,401	144,549	1,698,411	1,695,106
Mexico	Import	131,370	55,890	1,268,360	1,241,588
Yugoslavia	Import	2,237	0	89,412	12,561
United Kingdom	Import	106,720	47,523	995,122	901,538
Italy	Import	6,962	13,091	151,327	252,271
France	Import	9,757	185	168,198	78,399
Brazil	Import	0	0	368,145	268,229
Others	Export	89,054	215,569	1,581,247	1,956,605
	Import	29,612	44,352	288,080	405,337
Car total	Export	817,063	568,172	8,188,548	6,234,469
	Import	4,316,941	3,922,612	47,089,875	45,505,952
Trade balance		(3,499,878)	(3,354,440)	(38,901,327)	(39,271,483

Light trucks (up to 10,000 lbs. GVW)

Canada	Export	$ 136,238	$ 145,174	$ 1,675,767	$ 1,637,527
	Import	307,120	567,632	3,177,971	5,194,536
Japan	Import	297,778	187,350	3,271,245	2,846,368
Mexico	Import	505	36,512	7,829	76,352
Others	Export	43,184	8,359	358,607	237,631
	Import	5,933	3,762	153,302	68,969
Truck total	Export	179,422	153,533	2,034,373	1,875,158
	Import	611,346	795,256	6,610,347	8,186,225
Trade balance		(431,924)	(641,723)	(4,575,974)	(6,311,067
Car and truck total	Export	996,485	721,705	10,222,921	8,109,627
	Import	4,928,287	4,717,868	53,700,222	53,692,177
VEHICLE TRADE BALANCE		(3,931,802)	(3,996,163)	(43,477,301)	(45,582,550
TOTAL U.S. Merchandise trade (customs value)	Export	27,889,000	31,009,500	313,539,900	359,504,900
	Import	37,121,100	41,210,200	434,172,900	472,048,900
TRADE BALANCE		(9,232,100)	(10,200,700)	(120,633,000)	(112,544,000

U.S. AUTOMOTIVE TRADE BY QUANTITY

Passenger cars

Country	Trade	Oct. 1988	Oct. 1989	Nov. 1987-Oct. 1988	Nov. 1988-Oct. 1989
Japan	Export	2,216	2,265	17,719	17,016
	Import	216,155	191,137	2,132,717	2,124,809
Canada	Export	50,084	24,373	627,719	351,482
	Import	101,543	103,201	1,197,244	1,131,006
West Germany	Import	20,193	21,274	276,861	238,249
South Korea	Import	27,679	17,671	453,146	308,412
Sweden	Import	12,285	8,242	108,915	104,660
Mexico	Import	15,113	5,866	148,022	142,437
Yugoslavia	Import	1,001	0	33,547	4,825
United Kingdom	Import	3,238	1,533	34,358	27,637
Italy	Import	123	526	6,314	9,198
France	Import	849	5	15,584	6,562
Brazil	Import	0	0	65,521	44,300
Others	Export	13,955	16,029	123,369	144,876
	Import	1,952	2,663	18,416	25,865
Car total	Export	66,255	42,667	769,003	513,374
	Import	400,131	352,118	4,490,645	4,167,956
TRADE BALANCE		(333,876)	(309,451)	(3,721,642)	(3,654,582

Light trucks (up to 10,000 lbs. GVW)

Canada	Export	12,809	11,655	166,294	141,737
	Import	26,694	44,841	282,901	421,630
Japan	Import	45,569	31,375	564,693	458,447
Mexico	Import	0	2,959	36	5,961
Others	Export	3,289	640	28,779	18,803
	Import	11	125	2,642	630
Truck total	Export	16,098	12,295	195,073	160,540
	Import	72,274	79,300	850,272	886,668
Trade balance		(56,176)	(67,005)	(655,199)	(726,128
Car and truck total	Export	82,353	54,962	964,076	673,914
	Import	554,758	431,418	5,340,917	5,054,624
TRADE BALANCE		(472,405)	(376,456)	(4,376,841)	(4,380,710

Compiled by Automotive News from official statistics of the U.S. Commerce Department, as reported by the U.S. International Trade Commission. Because of rounding, figures may not add to the totals shown.

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AUCTION DATES

Chrysler Motors

Feb. 13 — Hatfield Auto Auction, Hatfield, Pa.; American Auto Auction, Walpole, Mass.; Arena Auto Auction, Chicago; Salt Lake Auto Auction, Salt Lake City; South Seattle Auto Auction, Kent, Wash.; Greensboro Auto Auction, Greensboro, N.C.; and San Antonio Auto Auction, San Antonio Texas

Feb. 14 — A.D.E. of Birmingham, Moody, Ala.; Butler Auto Auction, Gibsonia, Pa.; and Denver Auto Auction, Aurora, Colo.

Feb. 15 — Northway Exchange, Clifton Park, N.Y.; Aptco Auto Auction, Taylor, Mich.; Big Sky Auto Auction, Billings, Mont.; Omaha Auto Auction, Omaha, Neb.; Golden Gate Auto Auction, Fremont, Calif.; Ark-La-Tex Auto Auction, Shreveport, La.; and Florida Auto Auction of Orlando, Ocoee, Fla.

Feb. 16 — Manheim Auto Auction, Manheim, Pa.

Feb. 20 — Hatfield Auto Auction, Hatfield, Pa.; Clanton's Auto Auction, Darlington, S.C.; Southern Auto Auction, East Windsor, Conn.; Portland Auto Auction, Portland, Ore.; Nashville Auto Auction, Nashville, Tenn.; Southwest Auto Auction, Chandler, Ariz.; and Dallas Auto Auction, Grand Prairie, Texas

Feb. 21 — Columbus Fair Auto Auction, Columbus, Ohio, and Minneapolis Auto Auction, Plymouth, Minn.

Feb. 22 — Indianapolis Auto Auction, Indianapolis; Fredericksburg Auto Auction, Fredericksburg, Va.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Riverside Auto Auction, Riverside, Calif.; and Southern States Vehicle Auction of Atlanta, Newman, Ga.

Feb. 23 — St. Louis Auto Auction, Bridgeton, Mo., and Tri-State Auto Auction, Cicero, N.Y.

Feb. 27 — Hatfield Auto Auction, Hatfield, Pa.; American Auto Auction, Walpole, Mass.; Arena Auto Auction, Chicago; Salt Lake Auto Auction, Salt Lake City; South Seattle Auto Auction, Kent, Wash.; Greensboro Auto Auction, Greensboro, N.C.; and San Antonio Auto Auction, San Antonio, Texas

Model-year breakdown

Used-car sales, auction averages

Year	Nov.	Dec.	Jan.
1990	$ —	$ —	$9,823
1989	9,701	9,549	9,192
1988	7,063	6,951	6,727
1987	5,692	5,554	5,395
1986	4,702	4,587	4,455
1985	3,951	3,839	3,759
1984	3,141	3,096	2,958
1983	2,387	2,315	2,034
Overall Average	$5,317	$5,384	$5,474

Source: NADA Official Used Car Guide

Ford Motor Co.

Feb. 15 — Denver Auto Auction, Aurora, Colo.; Minneapolis Auto Auction, Plymouth, Minn.; Skyline Auto Exchange, Fairfield, N.J.; and 166 Auto Auction, Springfield, Mo.

Feb. 20 — Greater Chicago Auto Auction, Chicago; Newburgh Auto Auction, Newburgh, N.Y.; and South Seattle Auto Auction, Kent, Wash.

Feb. 21 — Atlanta Auto Auction, Red Oak, Ga.; Baltimore-Washington Auto Exchange, Baltimore; Fort Worth Auto Auction, Fort Worth, Texas; Southern California Auto Auction, Fontana, Calif.; and Salt Lake Auto Auction, Salt Lake City

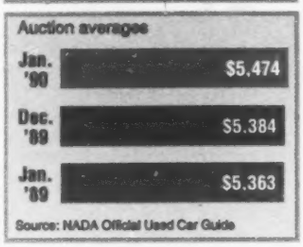
General Motors

Feb. 13 — Southern Auto Auction, East Windor, Conn.; Dallas Auto Auction, Grand Prairie, Texas; Fresno Auto Dealers Auction, Fresno, Calif.; Manheim Auto Auction, Manheim, Pa.; and Florida Auto Auction of Orlando, Ocoee, Fla.

Feb. 14 — Minneapolis Northstar Auto Auction, Shakopee, Minn.; Atlanta Auto Auction, Atlanta; Albuquerque Auto Auction, Albuquerque, N.M.; Baltimore-Washington Auto Exchange, Baltimore; Clanton's Auto Auction, Darlington, S.C.; Mississippi Auto Auction, Hattiesburg, Miss.; Omaha Auto Auction, Omaha, Neb.; Southern California Auto Auction, Fontana, Calif.; Puget Auto Auction, Auburn, Wash.; and Indianapolis Auto Auction, Indianapolis

Used-car sales

Auction averages



Source: NADA Official Used Car Guide

Feb. 15 — Arena Auto Auction, Chicago; Columbus Fair Auto Auction, Columbus, Ohio; St. Louis Auto Auction, St. Louis; Utah Auto Auction, West Bountiful, Utah; Mid Ark Auto Auction, North Little Rock, Ark.; and Aptco Auto Auction, Taylor, Mich.

Feb. 20 — A.D.E. of Birmingham, Moody, Ala.; Florida Auto Auction of Orlando, Ocoee, Fla.; Harrisonburg Auto Auction, Harrisonburg, Va.; and National Auto Dealer Exchange, Bordentown, N.J.

Feb. 21 — Indianapolis Auto Auction, Indianapolis; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Minneapolis Northstar Auto Auction, Shakopee, Minn.; Statesville Auto Auction, Statesville, N.C.; and Golden Gate Auto Auction, Fremont, Calif.

Feb. 22 — Denver Auto Auction, Aurora, Colo.; Aptco Auto Auction, Taylor, Mich.; Butler Auto Auction, Gibsonia, Pa.; Nashville Auto Auction, Nashville, Tenn.; Portland Auto Auction, Portland, Ore.; Big H Auto Auction, Houston; Arena Auto Auction, Chicago; and St. Louis Auto Auction, Bridgeton, Mo.

Toyota

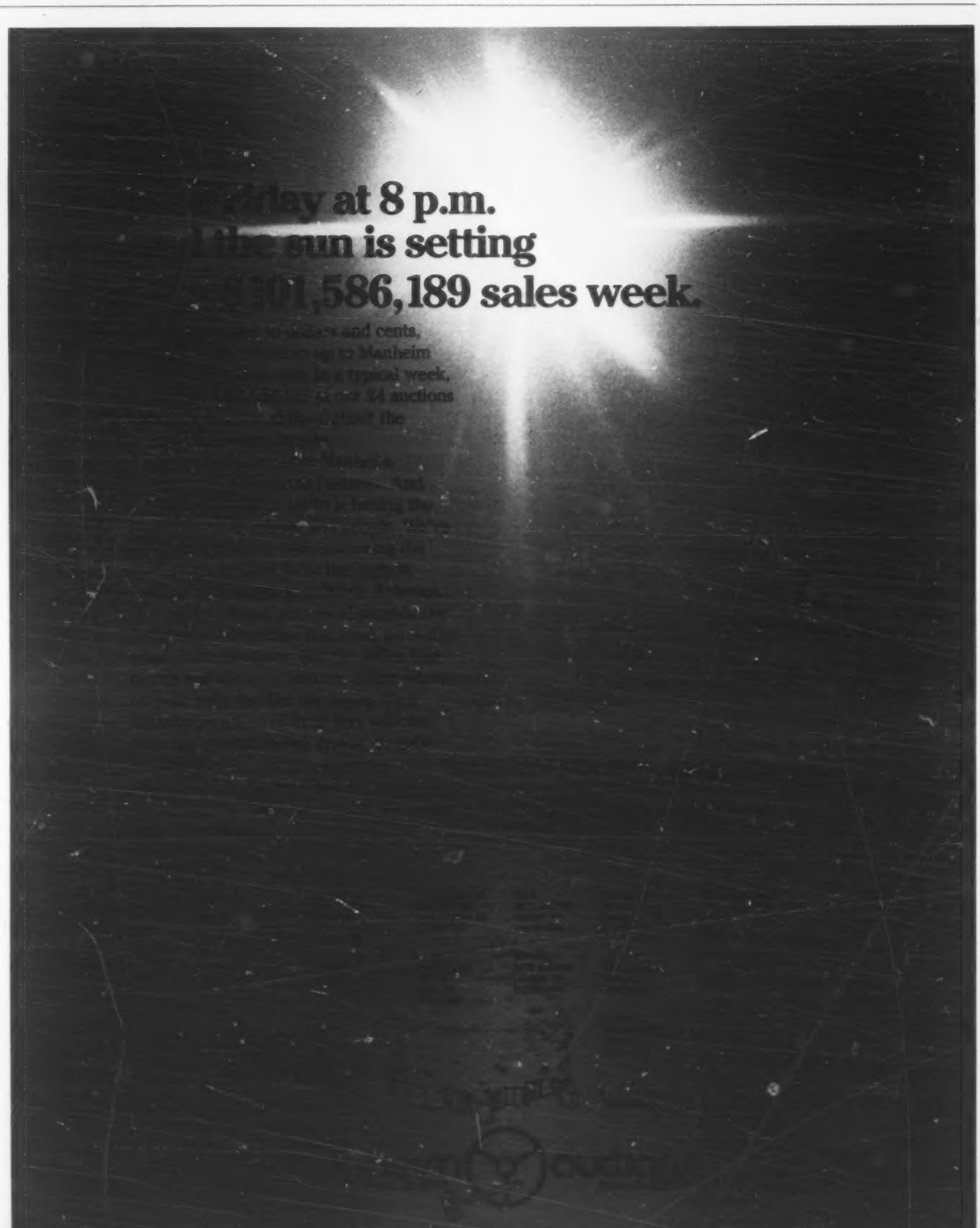
Feb. 13 — Florida Auto Auction of Orlando, Ocoee, Fla., and Southern California Auto Auction, Fontana, Calif.

Feb. 15 — Baltimore-Washington Auto Auction, Baltimore

Feb. 16 — St. Louis Auto Auction, Bridgeton, Mo.

Feb. 20 — Newburgh Auto Auction, Newburgh, N.Y.; Aptco Auto Auction, Taylor, Mich.; and South Seattle Auto Auction, Kent, Wash.

Feb. 22 — Denver Auto Auction, Aurora, Colo.



DEALERS

FROM PAGE 1

No domestic franchises were mentioned among the 13 makes dealers said they were most likely to drop within the next 12 months.

Although the Asian nameplates were ranked higher than the domestic and European vehicles, the differences were much narrower than ever before.

"Products are more equal," Ferron said.

"The difference between the winners and losers will be determined by how enthused the dealers are and how aligned the dealer is with the manufacturer," he added.

Business terms was given a weight of 34 percent in the survey; service support, 33 percent; sales support, 25 percent; and vehicle supply, 8 percent.

Range Rover received the highest rating — 125, eight points ahead of second place Acura, which finished first in 1988.

The Range Rover, which retails for $38,025, has been sold in the United States for three years.

Steve Sumser, general sales manager for Prestige Motors in Paramus, N.J., credits the manufacturer for having an open-door policy with the dealers.

"Not only are they eager to listen, but to participate in funding" for things such as advertising, Sumser said.

Acura, though still strong, experienced its worst defeat in terms of being a good investment.

In 1987, 69 percent of the dealers rated Acura as a good franchise investment; that fell to 32 percent last year.

Both Jim Burns, vice president of Rosenthal Acura in Gaithersburg, Md., and Vincent Radley, owner of Radley Acura in Falls Church, Va., said the big problem is that Acura dealers aren't getting any back-end business — such as service — because the product is so new.

"There are a lot of Acura dealers that built expensive facilities, and they're not getting any big service" business, Burns said.

Acura has been in the market since 1986.

Burns said dealers "may have to make it through some tough times but will be successful if they can hang in there."

Hyundai, rated the No. 1 car in 1987, fell to No. 18 last year with a DSI of 98.

Six percent of the dealers rated Hyundai an excellent investment last year, compared with 83 percent in 1987.

Hyundai sales are down 40 percent at Levis Hyundai Inc. in Baton Rouge, La.

"Almost everybody is thinking of dualing the thing," that is, selling other vehicles in addition to Hyundai in their showrooms, said Pete Tanzini, general manager of Levis. The company "doesn't like it and doesn't want to do it, but they have no choice."

Tanzini said the company is trying to work with the dealers, and he believes there is a future for Hyundai.

"I don't think it will go the way of Yugo," he said.

Brazil exports drop 16 percent

SAO PAULO, Brazil — Brazil's auto exports were down 15.9 percent in January compared with the same month last year. They were 54.9 percent down on December.

Vehicle sales in Brazil were up 9.6 percent on January 1989.

Sales drop for 3 foes of rebates

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

January sales dropped for Oldsmobile, Audi and Volkswagen — three strong opponents of customer incentives.

Some dealers handling those makes report sluggish sales and little increase in floor traffic while others have greatly improved sales. In contrast to the sales declines for the three makes, the overall January market was up 5 percent.

Royal Volkswagen-Audi-Subaru-Nissan in Bloomington, Ind., sold only 4 VWs last month compared to 6 in January 1989. And it sold the same number of Audis in January 1990 as it did a year earlier: none.

Royal General Manager Bruce Clendening said rebates are a necessary evil, especially since other manufacturers offer them.

"Volkswagen is not doing well in comparison to those with rebates," said Clendening. "Last month, we sold 17 Nissans. The dealer body can't afford to wait for people who wait six months for the next rebate."

Oldsmobile sales at Mission Hills Oldsmobile-Mazda in Mission Hills, Calif., are down about 50 percent, mostly because of the lack of customer incentives, said Dan Ballard, general sales manager.

On the other hand, Gary Miller, general manager at Green Bay Volkswagen-Eagle in Waukegan, Ill., said VW's latest program "really does work." Though he doesn't recall how many he sold in January 1989, he said he is sure it was many fewer than the 15 he sold last month.

"The prices are lower, and it does attract the customers," said Miller. "We're selling more Volkswagens than ever. The Jettas and the Foxes — the cars that sell for $9,000 to $11,000 or $12,000 — that's what's selling."

Last fall, VW and Audi discontinued cash-to-customer rebates, reduced 1990 car prices and instituted bonus payment programs for salespersons.

Also, Oldsmobile redirected most of its cash incentives — $500 to $2,500 on 1989 and 1990 models — to dealers. The only rebates to Oldsmobile customers are $1,500 and $1,000 on 1989 and 1990 Cutlass Supreme models, respectively.

In January, Audi sold 1,283 cars, down 29.01 percent from 1,809 last year. VW sold 8,297 last month, down 8.11 percent from 9,029; and Oldsmobile sold 38,880, down 20.43 percent from 48,862.

The sale of "42 or 43" Oldsmobiles made January 1990 "better than any month in recent times" at Martin J. Kelly Oldsmobile in Arlington Heights, Ill., although the dealership "still lost money," said sales manager Bill Kelly. Of the cars he sold in January, 20 to 25 percent were rebate-carrying 4-door Cutlass Supremes.

"The 2-door isn't doing as well as the manufacturer would like, but the 4-door has taken off well at my store," said Kelly.

Kim Hansen Chevrolet-Oldsmobile in Burley, Idaho, had one of its best Januarys ever, said salesman Keith Heiner. He said Oldsmobile's dealer program coupled with a strong local economy pushed 6 Oldsmobiles out the door in January compared to 3 or 4 the year before.

DOMESTIC DAYS' SUPPLIES

	Feb. 1, 1990	Jan. 1, 1990	Feb. 1, 1989
Talon	41	70	—
Premier	143	247	185
Total Eagle	82	139	185
Horizon	140	161	114
Laser	93	145	100
Sundance	63	92	91
Reliant	66	69	72
Acclaim	59	94	63
Caravelle	—	—	108
Gran Fury	—	—	46
Total Plymouth	75	106	86
LeBaron K	—	—	80
LeBaron J	93	122	96
LeBaron GTS	98	324	169
Fifth Avenue (rwd)	46	157	156
Fifth Avenue (fwd)	70	105	—
Imperial	62	50	—
New Yorker C	74	141	52
New Yorker E	—	—	193
Total Chrysler	84	115	81
Omni	142	142	123
Shadow	50	66	86
Daytona	120	150	128
Aries	67	66	68
Lancer	60	322	215
Spirit	75	85	69
Diplomat	—	—	56
Dynasty	47	60	62
Dodge 600	—	—	136
Total Dodge	72	84	87
CHRYSLER MTRS.	76	100	89
Escort	95	137	90
Mustang	88	123	87
Tempo	62	85	68
Taurus	56	62	78
Thunderbird	82	134	81
Probe	127	157	85
Crown Victoria	59	85	83
Total Ford Div.	77	102	81
Topaz	72	100	73
Sable	59	86	100
Cougar	85	122	72
Grand Marquis	54	87	57
Total Mercury	65	96	84
Continental	49	64	42
Town Car	59	56	61
Mark VII	80	125	145
Total Lincoln	58	64	65
Total L-M Div.	63	84	78
FORD MOTOR CO.	72	96	80
Skyhawk	74	92	205
Somerset/Skylark	46	105	125
Century	77	79	87
Regal	123	145	141
LeSabre	67	84	85
Reatta	176	205	261
Electra	78	122	127
Riviera	91	97	111
Total Buick	75	98	112
Cimarron	—	—	34
Allante	91	189	146
Seville	54	57	66
DeVille	62	96	61
Brougham	87	57	111
Eldorado	87	97	104
Total Cadillac	67	84	74
Geo Prizm/Nova	97	75	129
Cavalier	42	70	74
Camaro	104	211	106
Celebrity	124	119	78
Corsica/Beretta	96	158	115
Lumina/Monte Carlo	70	101	78
Caprice	52	77	112
Corvette	97	94	156
Total Chevrolet	72	102	97
Calais	82	96	116
Cutlass Ciera	71	111	65
Cutlass Supreme	100	133	95
88	98	105	115
98	107	115	90
Toronado	101	75	143
Total Oldsmobile	90	112	91
Fiero	—	—	109
Sunbird	38	75	84
Firebird	102	188	164
Grand Am	57	80	68
Pontiac 6000	72	85	112
Grand Prix	124	143	76
Bonneville H	82	99	126
Safari/Parisienne	—	—	137
Total Pontiac	70	98	92
GENERAL MTRS.	74	101	95
HONDA	39	32	30
MAZDA	79	110	87
MITSUBISHI	27	77	—
NISSAN	208	215	64
TOYOTA*	9	26	18
DOM. TOTAL	70	92	85
Subcompact	55	63	62
Compact	55	75	75
Intermediate	79	107	89
Standard	68	87	90
Speciality	110	116	167

E*Estimate

INVENTORY

FROM PAGE 1

President Ron Tonkin's "call to action" to cut inventories "scared" or "influenced" them to order selectively so they would not end up with more cars than they could sell.

"We are short going into February. Our inventory is running at 60 days," said Regis P. McGuire, president of Polkowitz Motors in Perth Amboy, N.J., one of the largest-volume Cadillac and Buick dealers. He plans to build stocks to 75 days going into March.

Minnesota dealer Jim Lupient, who has 23 stores in four locations, said he is holding at his normal 60-day supply for his stores that include Buick, Oldsmobile, Chevrolet, Chrysler, Plymouth, Dodge, Lincoln, Mercury, Nissan, Volvo and Hyundai franchises. December and January sales were good because of warmer weather, he said.

"Inventories are running at 60 days," said Peter Griffin, owner of Ford, Buick and Lexus stores in Greenwhich, Conn. "A year ago, we were at 90 days. We're a moderate-sized dealer. Our floorplan for 1989 was up $100,000 over the prior year. We're not going to do that again. We want to get it down below 60 — to 45 days."

On Feb. 1, combined stocks of imported and U.S.-built cars totaled 2,114,430, 12.13 percent below last year.

U.S. carmakers began the month with the lowest domestic-car inventory for any February in seven years. They had 205,493 fewer cars than on Jan. 1. Stocks totaled 1,463,881, equal to a 70-day supply. A month earlier, the stockpile was 92 days.

During January, import-car stocks were shaved to 650,549, an 81-day supply. On Jan. 1, import carmakers had an 86-day supply.

Six of the eight companies that build cars in the United States reported lower inventories and days' supplies of U.S.-built and imported cars on Feb. 1.

Including captive imports, the Big 3 whittled combined car supplies to an average 76 days. General Motors had a 75-day supply, Chrysler's was 79, and Ford Motor Co. had a 73-day supply of cars. On Jan. 1, GM and Chrysler reported supplies above 100 days.

Among the transplants, Nissan still had a swollen 4-month supply of U.S.-built and imported cars on Feb. 1. It started the month with a 121-day supply compared to 148 days on Jan. 1.

Mitsubishi reduced its 100-plus days supply to 86 on Feb. 1. It scaled back production at its Diamond-Star joint venture plant last month. It also had record January sales.

Mazda reduced its days' supply and car stocks. It began February with a 64-day supply. In January, Mazda trimmed production at its Flat Rock, Mich., plant.

Honda and Toyota had higher days' supplies on Feb. 1 than a month earlier. Honda began the month with a 43-day supply and Toyota had 45 days.

CHYRSLER MINIVAN SUPPLY

Vehicle	Feb. 1 Inventory	Jan. sales	Days supply
Caravan	33,532	33,376	26
Caravan C/V	3,051	998	79
Voyager	32,023	29,847	28
Town & Country	1,069	510	54
Total	69,675	64,731	28

IMPORT DAYS' SUPPLIES

	Feb. 1, 1990	Jan. 1, 1990	Feb. 1, 1989
Chevrolet	82	156	173
Chrysler Motors	123	158	202
Acura	67	77	71
Daihatsu	59	58	85
Honda	50	39	29
Infiniti	66	83	—
Isuzu	193	67	176
Lexus	30	30	—
Mazda	61	62	58
Mitsubishi	49	169	104
Nissan	105	135	91
Subaru	127	102	96
Suzuki	252	501	237
Toyota	70	55	30
JAPAN	75	85	75
Audi	162	154	123
BMW	87	87	79
Mercedes-Benz	50	32	63
Mercury	47	92	90
Porsche	94	95	166
VW	143	129	158
GERMANY	100	91	112
Alfa Romeo	186	109	137
Ford	95	116	117
Hyundai	59	67	62
Jaguar	44	45	38
Peugeot	98	90	96
Pontiac	164	139	144
Eagle/Chrysler	66	88	182
Saab	51	83	81
Sterling	75	72	80
Volvo	63	97	53
Yugo	85	130	265
Other Countries	71	85	86
Total Import Cars	77	86	82
Daihatsu	37	32	—
Geo Tracker	139	202	130
Isuzu	136	76	134
Mazda	74	88	74
Mitsubishi	89	87	103
Nissan†	99	57	49
Range Rover	45	34	8
Suzuki	171	229	178
Toyota	48	42	49
Dodge	127	129	173
Total Imp. Trucks	90	71	79
Total Imp. Vehicles	80	83	81

†Includes domestic vehicles

MEMA: Suppliers need import biz

ENGLEWOOD CLIFFS, N.J. — Capturing a larger share of the import service market is the greatest challenge facing U.S. aftermarket suppliers in the 1990s, according to William Raftery, president of the Motor and Equipment Manufacturers Association.

Speaking at a meeting of the group's Automotive Electronic Data Processor Council, Raftery noted that 37 million foreign-built vehicles are projected to be operating in the United States by 1991, and nearly 60 percent of them will be more than four years old. By 1990, he added, import vehicle replacement parts are expected to be almost 25 percent of total aftermarket sales.

The good news for U.S. aftermarket suppliers, according to Raftery, is that less than 30 percent of foreign vehicle service is performed by new-car dealers. The bad news, he said, is that those private stations, garages and repair specialists performing the volume of foreign-vehicle repair work are purchasing more and more non-U.S.-manufactured and distributed parts.

"U.S. aftermarket suppliers must reverse this trend to experience growth in the years ahead," Raftery said. "Unfortunately, a similar situation exists among jobbers."

Sixty-six percent of the parts stocked by jobbers for foreign applications are U.S.-manufactured and distributed, he said. For jobbers doing at least one-half of total sales in foreign parts, the amount of U.S.-manufactured parts drops to 48 percent.

INCENTIVE WATCH

CUSTOMER INCENTIVES

	Rebates	Finance Rates (Pct.) — Months — 24	36	48	60	Expiration Date
Chrysler Motors (1988-89 models)						
Chrysler	$500-$1,000	6.9	7.9	9.9	9.9	None
Dodge cars	$500-$1,000	6.9	7.9	9.9	9.9	None
Dodge trucks	$500-$2,500	6.9	7.9	9.9	9.9	None
Eagle	$750-$1,200	6.9	7.9	9.9	9.9	None
Jeep	$500-$1,000	6.9	7.9	9.9	9.9	None
Plymouth	$500-$1,000	6.9	7.9	9.9	9.9	None
Chrysler Motors (1990 models)						
Chrysler	**$500-$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Dodge cars	**$300-$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Dodge trucks	**$500-$2,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Eagle	**$500-$2,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Jeep	**$500-$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Plymouth	**$300-$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**
Chrysler Motors (1990 models, guaranteed rebates*)						
Chrysler	**$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**Feb. 28**
Dodge	**$1,000-$1,500**	**6.9**	**7.9**	**9.9**	**9.9**	**Feb. 28**
Dodge Trucks	**$1,000 - $2,000**	**6.9**	**7.9**	**9.9**	**9.9**	**Feb. 28**
Eagle	**$1,000-$2,000**	**6.9**	**7.9**	**9.9**	**9.9**	**Feb. 28**
Jeep	**$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**Feb. 28**
Plymouth	**$1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**Feb. 28**
***—Buyer will receive any increase in rebate through Sept. 30, 1990.**						
Ford Motor Co. (1989 models)						
Ford cars*	$750-$1,000	6.9	6.9	6.9	10.9	April 2
Ford trucks**	$500-$1,500	6.9	6.9	6.9	10.9	April 2
Continental, Mark VII	$1,500					April 2
Mercury*	$750-$1,500	6.9	6.9	6.9	10.9	April 2
*—Ford Escort and Mercury Tracer buyers get cash rebate and 6.9 percent financing.						
**—60-month financing at 8.9 percent with van-conversion package						
Ford Motor Co. (1990 models)						
Ford cars*	**$750-$1,000**	**6.9**	**6.9**	**6.9**	**10.9**	**April 2**
Ford trucks**	**$500-$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**April 2**
Continental, Mark VII	**$1,500**					**April 2**
Mercury*	**$750-$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**April 2**
***—Ford Escort and Mercury Tracer buyers get cash rebate and 6.9 percent financing.**						
****—60-month financing at 8.9 percent with van-conversion package**						
General Motors (1989 models)						
Chevrolet cars	$500-$1,000	6.9	6.9	6.9	10.9	May 2
Chevrolet trucks	$750-$1,500	6.9	6.9	6.9	10.9	May 2
Cadillac	$1,500*	5.9	6.9	7.9		Mar. 31
GMC trucks	$750-$1,500	6.9	6.9	6.9	10.9	May 2
Cutlass Supreme	$1,500	6.9	6.9	6.9	10.9	May 2
Pontiac	$750-$1,000	6.9	6.9	6.9	10.9	May 2
*—Cadillac owners and certificate holders only.						
General Motors (1990 models)						
Buick	**$500-$1,250***	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Chevrolet cars	**$500-$1,000**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Chevrolet trucks	**$750-$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
GMC trucks	**$750-$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Cutlass Supreme	**$1,000**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Pontiac	**$750-$1,000**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
***—Based on option package selected**						
Hyundai Excel (1989, 1990)	**$500-$1,000**					**Mar. 5**
Mazda (1990 models)						
626	**$1,000**					**April 3**
MX-6	**$750**					**April 3**
Trucks	**$750-$1,000**					**April 3**
Nissan (1988-1989 models)						
Sentra	$1,000-$1,250					May 2
Trucks	$1,200-$1,500					May 2
Nissan (1990 models)						
Sentra	**$1,000**					**May 2**
Trucks	**$1,200**					**May 2**
Sterling (1989 models)	$5,000					Mar. 31
Subaru (1989 models)						
Justy	$500-$1,000					Feb. 22
XT, XT6	$1,000-$3,000*					Feb. 22
*—Rebates go to the customer in some regions and to the dealer in other regions.						
Suzuki (1989 models)						
Swift	$500-$2,000					Mar. 31
Samurai	$1,000					Mar. 31
Sidekick	$500-$3,000					Mar. 31

Escort, Tracer play it both ways

Buyers of subcompacts get cash rebates and cut-rate loans

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Ford Motor Co. announced a new incentive program that gives purchasers of Ford Escort and Mercury Tracer a cash rebate plus cut-rate financing.

Buyers of 1989 and 1990 Escorts will receive $750 and 6.9 percent financing on contracts up to 48 months, and buyers of 1989 and 1989½ Tracers will receive $1,000 plus 6.9 percent financing on contracts up to 48 months. In lieu of those programs, buyers may choose $1,500 on Tracer or $1,000 on Escort. The programs expire April 2.

On other Ford and Mercury models, customers can choose cash or a cut-rate loan.

Ford Division also announced the following customer incentives on 1989 and 1990 cars: Festiva, Probe, Mustang and Thunderbird, $1,000; and Tempo, Taurus and Crown Victoria, $750.

Mercury customer rebates on other 1989 and 1990 models are: Cougar, $1,000; and Topaz, Sable and Grand Marquis, $750.

Ford truck customer rebates are: Bronco, $1,500; Bronco II and Ranger, $1,000; F-series and Econoline/Club E150 with van conversion package, $750; and Aerostar, $500.

All Ford Motor incentives expire April 2. The rebates of $1,500 on the 1990 Continental and Mark VII have been extended until that date.

GMC and Chevrolet instituted new truck incentives.

Incentives on 1989 and 1990 GMC Trucks are: V-Jimmy and RV Suburban, $1,500; S-15 pickup and S/T Jimmy, $1,000; G-van (excluding 03 and 32 models), RV pickup, cab chassis, Sierra and Safari (except all-wheel-drive and extended models), $750.

Chevrolet's rebates on 1989 and 1990 trucks are: full-sized Blazer and Suburban, $1,500; S-10 pickup and S-10 Blazer, $1,000; Astro, C/K 1500-3500 full-sized pickup and cab chassis (except 454SS) and R/V full-sized pickup and cab chassis, $750.

In lieu of cash, GM truck buyers may choose finance rates of 6.9 percent for contracts up to 48 months and 10.9 percent for 60-month contracts.

The incentive on the R/V full-sized pickups and cab chassis expires Sept. 26. Other Chevrolet and GMC programs end May 2.

Mazda Motors of America has extended its rebate of $1,000 on 1990 626 and MX-6 models until April 3.

INCENTIVE WATCH

DEALER INCENTIVES

	Rebate	Expiration Date
Chrysler (1989 models)		
TC by Maserati	$6,000	None
General Motors (1989 models)		
Buick	$750-$2,000	May 2
Chevrolet Nova, Spectrum (1988)	$500	May 2
Geo, Celebrity	$500	May 2
Geo Tracker	$1,000	May 2
Oldsmobile	$500-$2,500	May 2
Pontiac Grand Prix	$500	May 2
General Motors (1990 models)		
Buick Park Avenue, Estate Wagon, Riviera, Reatta	**$1,000-$2,000**	**May 2**
Cadillac	**$1,000**	**Mar. 31**
Chevrolet Geo, Celebrity	**$500-$1,000**	**May 2**
Geo Tracker	**$1,000**	**May 2**
Oldsmobile	**$500-$1,000, quota**	**May 2**
Pontiac Firebird	**$300-$500**	**May 2**
Grand Prix	**$500**	**May 2**
Hyundai Excel (1989)	$500	Mar. 5
Isuzu (1989 models)		
Impulse, I-Mark	$300	Mar. 31
Trooper	$500-$1,500, quota	Mar. 31
Pickup	$500-$700	Mar. 31
Isuzu (1990 models)		
Trooper	**$500-$1,500, quota**	**Mar. 31**
Pickup	**$500-$700, quota**	**Mar. 31**
Mitsubishi (1989-90 models)		
Cars	**$500-$1,000**	**Mar. 31**
Trucks	**$1,000**	**Mar. 31**
Nissan		
Sentra, pickups (1988-90)	**Up to $1,000***	**Mar. 2**
Pulsar NX (1989)	**$1,000**	**Mar. 2**
Stanza (1989-90)	**$500-$1,000**	**May 2**
Axxess (1990)	**$1,000**	**May 2**
Pathfinder (1989)	**$1,500**	**May 2**
***—Payment varies by regions.**		
Peugeot (1989-90 models)	**$1,000-$2,000**	**None**
Subaru (1989 models)		
Justy ECVT	$200	Feb. 22
XT, XT6	$1,000-$3,000*	Feb. 22
*—Rebates go to the customer in some regions and to the dealer in other regions.		
Suzuki (1990 models)		
Swift	**$400**	**Mar. 31**
Sidekick	**$700-$1,500**	**Mar. 31**
Volkswagen (1989 models)		
Cars	$600-$2,500	None
Vanagon	$3,000-$4,000	None

3-shift plant eyed by Rover

By Daniel Ward
STAFF CORRESPONDENT

LONDON — Rover Group is planning to follow the example of General Motors Europe by adopting 3-shift working at its Longbridge, Birmingham, plant.

For the past two years, GM's Zaragoza, Spain, plant has been the only European car assembly plant producing vehicles on three shifts to overcome a capacity shortage for Opel Corsas and Vauxhall Novas.

The launch last autumn of the new Rover 200 and its Honda Concerto sister model, both produced on the same line at Longbridge, has created a surge of demand. The demand is likely to increase as Rover prepares to launch the 400 sedan version of the compact model and to add a sporting 3-door to the range in the next few months.

By contrast, the Cowley plant which manufactures the Rover 800 and Sterling is working at less than two-thirds output. Output was even halted for several days in January.

Three-shift working for the 2,500 workers at Longbridge would increase production from 4,600 cars a week to over 5,000. It is unclear how many extra jobs would be created by the move, which is now under discussion with the unions.

The union stance is that it will consider the change to three shifts, but only if the company reduces the work week from 37.5 hours to 35 hours. This would be in line with the campaign to cut the work week to 35 hours across the whole British engineering industry.

Rover is negotiating to introduce a system of 11- to 11½-hour shifts to replace the existing 8½-hour shifts in the Longbridge engine plant. Under the new system, the engine and gearbox plants would work seven days a week and stop only on Saturday evenings. The machinery would be operating 149 hours a week instead of the current 85 hours.

Workers would receive a 7-day break every four weeks, and would not be required to work more than three consecutive night shifts. They would work 13 extended shifts over a 4-week period. Employees would receive a $36 a week bonus for accepting the scheme.

PRODUCTION

Truck output dives 35% in January

By Karen Detkowski
SPECIAL CORRESPONDENT

Plant closings early in the month caused U.S. truck production in January to fall 136,374 units below last year's highest-ever total.

Truckmakers built 244,898 units last month, 9.75 percent below the prior month and 35.77 percent below the year-ago month.

Scheduled truck production last week totaled 70,690 units, 1.64 percent below the previous week and 25.61 percent below the year-ago week.

Car output for January totaled 356,713, 17.17 percent below December and 44.10 percent below January 1989.

Last week's scheduled production of 110,970 cars increased 3.27 percent from the previous week but was 27.11 percent below the 1989 week.

Companies split last week's estimated production as follows: General Motors, 51.52 percent; Ford Motor Co., 20.49 percent; Honda of America Manufacturing Inc., 7.98 percent; Toyota Motor Manufacturing U.S.A. Inc., 3.97 percent; New United Motor Manufacturing Inc., 3.69 percent; Chrysler Motors, 3.63 percent; Mazda Motor Manufacturing (USA) Corp., 3.59 percent; Diamond-Star Motors, 2.49 percent; Nissan Motor Manufacturing Corp. U.S.A., 2.14 percent; and Subaru-Isuzu Automotive Inc., 0.50 percent.

GM expects to resume output today at its Arlington, Texas, and Lakewood, Ga., assembly plants. Both plants were closed to reduce inventories.

GM's Lansing, Mich., Grand Am assembly line will be closed this week to keep inventory in line with slow sales.

Chrysler Motors had only one car plant operating last week, the Sterling Heights, Mich., plant, which assembles the Plymouth Sundance and Dodge Shadow.

Chrysler's Belvidere, Ill.; Newark, Del.; and St. Louis No 1 plant all were idle last week to adjust inventories.

The plants are scheduled to resume production today.

As previously announced, Chrysler's St. Louis No. 1 plant will operate on a single shift effective today. The plant is scheduled to close permanently in September.

Chrysler's Toledo, Ohio, Jeep plant was idle last week. The plant is scheduled to return today.

Canadian cars lowest since '65

January auto production in Canada totaled 58,254 units, the lowest for that month since 1965 when 56,087 cars were assembled.

The January build was 28.52 percent below December's 81,497 and 27.30 percent below output in January 1989.

Canadian makers built 62,994 trucks in January, the lowest tally for that month since 1981's 57,798.

Truck assembly in January was up 0.69 percent over December but fell 27.05 percent from the year-ago month.

U.S. CAR	Week Ended Feb. 10, 1990	Week Ended Feb. 11, 1989	Week Ended Feb. 3, 1990	Jan. Total	Jan. 1 to Feb. 10, 1990	Jan. 1 to Feb. 11, 1989
Horizon	0	0	1,363	4,006	4,578	0
Sundance	1,800	2,248	0	3,446	5,246	14,959
Acclaim	0	1,970	2,391	4,484	5,782	9,653
Total Plymouth	1,800	4,218	3,754	11,936	15,606	24,612
LeBaron A	0	0	281	211	360	0
LeBaron J	0	2,283	0	0	0	13,847
LeBaron GTS	0	379	0	0	0	1,660
N. Yorker C-Class	0	2,381	646	1,272	1,541	14,733
Fifth Avenue	0	0	853	2,903	2,048	0
Imperial	0	0	664	0	1,624	0
Total Chrysler	0	5,043	2,444	4,386	5,573	30,240
Omni	0	0	1,270	3,748	4,308	0
Daytona	0	2,282	0	0	0	13,910
Shadow	2,200	2,497	0	3,950	6,150	14,794
Dynasty	0	3,043	3,681	6,872	8,766	18,976
Lancer	0	158	0	0	0	1,121
Spirit	0	2,732	2,858	6,483	7,780	9,641
Total Dodge	2,200	10,712	7,809	21,053	27,004	58,442
CHRYSLER MOTORS	4,000	19,973	14,007	37,375	48,183	113,294
Escort	3,000	7,910	0	8,105	11,105	50,112
Mustang	3,578	4,226	3,639	8,830	13,878	24,711
Tempo	0	3,200	3,243	7,727	9,049	21,630
Taurus	8,008	7,950	9,209	29,824	41,482	48,237
Thunderbird	0	3,839	0	6,856	6,856	22,024
Total Ford Div.	14,586	27,125	16,091	61,342	82,370	166,714
Topaz	0	1,249	1,157	2,807	3,245	8,151
Cougar	0	2,560	0	2,947	2,947	16,693
Sable	2,502	1,797	1,307	4,810	7,872	16,152
Total Mercury	2,502	5,606	2,464	10,564	14,064	40,996
Continental	1,261	1,405	1,081	4,292	5,984	9,104
Mark VII	625	465	543	2,125	2,967	4,293
Town Car	3,763	2,810	3,248	12,864	17,923	14,362
Total Lincoln	5,649	4,680	4,872	19,281	26,874	27,759
Total L-M Div.	8,151	10,286	7,336	29,845	40,938	68,755
FORD MOTOR CO.	22,737	37,411	23,427	91,187	123,308	235,469
Skyhawk	0	207	0	0	0	2,351
Skylark/Somerset	1,725	1,303	1,749	4,068	6,497	4,892
Century	1,943	1,486	0	3,434	5,377	17,909
Riviera	550	590	571	1,129	1,928	3,581
Electra	1,428	1,960	2,029	6,905	9,124	10,774
LeSabre (fwd)	3,989	1,862	1,746	7,319	12,164	3,920
LeSabre (rwd)	90	205	0	360	450	1,188
Reatta	194	0	191	638	910	766
Total Buick	9,919	7,613	6,286	23,853	36,450	45,081
Eldorado	455	705	439	1,011	1,653	4,210
Seville	660	593	608	1,291	2,206	3,241
Brougham (rwd)	0	1,162	1,063	2,419	2,840	6,289
DeVille (fwd)	3,775	4,780	3,363	7,462	12,659	25,623
Allante	45	75	50	315	365	435
Total Cadillac	4,935	7,315	5,523	12,498	19,723	39,798
Cavalier	6,810	8,028	5,500	12,550	20,919	50,818
Camaro	0	2,194	0	0	0	14,487
Celebrity	0	3,043	0	0	0	23,976
Corsica/Beretta	8,320	9,210	3,840	14,362	24,222	52,360
Caprice	1,425	3,852	1,631	10,545	9,522	20,239
Corvette	560	525	560	896	1,680	2,898
Total Chevrolet	17,115	26,852	11,531	38,353	56,343	164,778
Calais	1,875	1,949	1,891	4,414	7,034	8,501
Cutlass Ciera	2,290	1,875	0	4,260	6,550	9,792
Cutlass Supreme	3,253	3,630	3,637	2,175	6,890	18,065
Toronado	615	232	560	1,140	1,976	1,719
88 (fwd)	1,196	3,925	1,319	6,603	8,250	21,984
88 (rwd)	0	114	133	293	341	1,143
98	1,425	2,159	1,324	2,739	4,705	11,831
Total Oldsmobile	10,654	13,884	8,864	21,624	35,746	73,035
Sunbird	3,502	2,645	2,378	4,005	8,367	14,784
Grand Am	4,800	5,073	4,875	7,288	14,050	28,378
Firebird	0	1,401	0	0	0	8,965
Grand Prix	2,018	4,000	3,440	2,046	5,458	16,061
Pontiac 6000	1,468	1,371	0	2,648	4,116	11,861
Bonneville	2,759	2,301	1,827	5,104	8,642	11,665
Safari/Parisienne	0	110	0	0	0	628
Total Pontiac	14,547	16,901	12,520	21,091	40,633	92,342
GENERAL MOTORS	57,170	72,565	44,724	117,419	188,895	415,034
DIAMOND-STAR	2,768	637	2,949	11,083	15,078	3,253
HONDA	8,860	8,149	8,848	36,647	49,532	45,793
Civic	2,385	2,740	2,219	9,112	15,588	15,321
Accord	6,475	5,409	6,629	27,535	33,944	30,472
MAZDA†	3,989	4,792	2,367	14,339	19,523	28,834
NISSAN	2,380	2,300	2,379	10,153	13,490	13,744
NUMMI	4,100	4,503	3,870	17,050	22,651	20,874
Corolla	2,100	1,920	1,992	8,640	11,518	9,141
Geo Prizm/Nova	2,000	2,583	1,878	8,410	11,133	11,733
SUBARU-ISUZU*	560	0	560	2,576	3,360	0
TOYOTA	4,406	1,912	4,326	18,884	25,031	11,008
Total Cars, U.S.	110,970	152,242	107,457	356,713	509,051	887,303
Total Cars, Canada	16,156	21,069	22,385	58,254	84,037	115,314
U.S., Canada Cars	127,126	173,311	129,842	414,967	593,088	1,002,617
U.S., Canada Cars and Trucks	216,039	289,699	217,863	722,809	1,025,729	1,655,454

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes MX-6, 626, and Ford Probe
*—Estimated

CANADIAN CAR	Week Ended Feb. 10, 1990	Week Ended Feb. 11, 1989	Week Ended Feb. 3, 1990	Jan. Total	Jan. 1 to Feb. 10, 1990	Jan. 1 to Feb. 11, 1989
Monaco	0	0	0	1,894	1,894	0
Premier	0	1,290	0	401	401	6,431
CHRYSLER MOTORS	0	1,290	0	2,295	2,295	6,431
Tempo	0	3,276	3,516	9,416	10,722	23,114
Topaz	0	1,709	896	2,717	3,046	8,123
Crown Victoria	2,615	2,488	2,671	5,636	9,325	16,577
Grand Marquis	2,281	3,083	1,704	6,417	9,408	16,333
FORD MOTOR CO.	4,896	10,556	8,787	24,186	32,501	64,147
Celebrity	523	199	399	833	1,457	1,177
Cutlass Ciera	3,037	3,721	2,615	4,821	8,490	22,381
Lumina	4,000	528	5,632	9,114	15,210	1,417
Regal	0	2,793	921	1,572	1,878	9,648
GENERAL MOTORS	7,560	7,241	9,567	16,340	27,035	34,623
HONDA	2,100	1,802	2,437	8,541	13,078	9,088
HYUNDAI	320	0	310	1,426	1,870	0
TOYOTA	1,100	0	1,106	4,674	6,216	0
VOLVO	180	180	178	792	1,042	1,025
Total Cars, Canada	16,156	21,069	22,385	58,254	84,037	115,314

U.S. TRUCK	Week Ended Feb. 10, 1990	Week Ended Feb. 11, 1989	Week Ended Feb. 3, 1990	Jan. Total	Jan. 1 to Feb. 10, 1990	Jan. 1 to Feb. 11, 1989
Caravan	2,400	2,128	2,987	10,129	14,280	13,244
Dakota	1,300	2,251	0	3,209	4,509	12,642
Caravan C/V	100	180	190	656	857	1,128
Ram pickups	1,700	2,242	0	3,867	5,567	12,626
Total Dodge	5,500	6,801	3,177	17,861	25,213	39,640
Cherokee	0	5,169	5,380	11,610	13,414	25,279
Comanche	0	897	249	530	595	4,241
Grand Wagoneer	0	350	0	325	260	1,965
Wagoneer	0	233	106	215	256	1,165
Total Jeep	0	6,649	5,735	12,680	14,525	32,650
Voyager	2,300	1,940	2,544	9,387	13,039	13,196
Town & Country	50	0	88	314	413	0
Total C-P Div.	2,350	1,940	2,632	9,701	13,452	13,196
CHRYSLER MOTORS	7,850	15,390	11,544	40,242	53,190	85,486
Aerostar	3,750	4,994	4,000	9,600	14,950	28,168
Bronco	1,176	1,694	1,180	3,913	5,557	11,438
Bronco II	2,473	2,822	2,727	8,694	12,274	16,458
Econoline	4,204	5,231	0	10,733	14,937	29,883
Mediums/Heavies	0	1,387	1,055	4,733	5,156	7,611
Light trucks	9,384	11,189	9,418	32,213	45,365	66,660
Ranger	6,087	7,603	6,092	17,839	26,325	43,501
Total Ford Div.	27,074	34,920	24,472	87,725	124,564	203,719
FORD MOTOR CO.	27,074	34,920	24,472	87,725	124,564	203,719
Astro	0	3,557	2,389	4,273	5,098	19,667
Blazer	362	535	368	733	1,248	3,344
Lumina APV	2,245	0	1,812	6,738	9,772	0
Mediums/Heavies	275	0	321	742	1,740	0
P-Model	627	685	614	1,336	2,198	2,698
Pickups	8,257	11,068	3,250	16,319	24,911	54,469
S-10	3,081	6,689	6,091	19,539	25,136	35,379
S-10 Blazer	2,507	3,233	2,871	3,126	7,133	22,140
Sportsvan/Van	1,554	1,961	0	0	1,554	9,782
Suburban	1,675	1,540	1,355	2,224	4,447	9,318
Total Chevrolet	20,583	29,268	19,071	55,030	83,237	156,797
Jimmy	116	169	177	250	441	1,004
Mediums/Heavies	437	0	367	434	1,847	0
P-Model	73	150	39	138	229	404
Pickups	1,580	2,410	1,650	6,483	7,368	16,875
S-15	881	1,561	958	4,497	5,821	7,764
S-15 Jimmy	789	1,861	889	1,025	2,326	6,255
Safari	0	962	1,360	1,559	2,238	4,925
Suburban	656	562	792	1,147	2,147	3,665
Vandura/Rally Vans	811	493	0	0	811	2,839
Total GMC	5,343	8,168	6,232	15,533	23,228	43,731
Olds Silhouette	530	0	600	2,657	3,419	0
Pontiac Trans Sport	1,020	0	1,245	5,662	7,165	0
GENERAL MOTORS	27,476	37,436	27,148	78,882	117,049	200,528
NAVISTAR	1,220	1,815	1,659	6,531	8,413	9,792
NISSAN	3,060	2,715	3,034	13,072	17,344	16,243
SUBARU-ISUZU*	560	0	560	2,576	3,360	0
AM GENERAL*	450	450	450	2,070	2,700	2,610
MISCELLANEOUS*	3,000	2,300	3,000	13,800	18,000	13,340
Total Trucks, U.S.	70,690	95,026	71,867	244,898	344,620	531,718

CANADIAN TRUCK	Week Ended Feb. 10, 1990	Week Ended Feb. 11, 1989	Week Ended Feb. 3, 1990	Jan. Total	Jan. 1 to Feb. 10, 1990	Jan. 1 to Feb. 11, 1989
Caravan	3,258	3,088	3,249	14,241	19,093	19,033
Caravan C/V	204	208	209	806	1,209	1,204
Ram Wagon	625	691	659	977	1,870	3,967
Ram Van	1,505	1,757	1,485	2,445	4,534	10,083
Total Dodge	5,592	5,744	5,602	18,559	26,706	34,287
Voyager	2,682	2,943	2,790	11,922	16,019	15,934
Total Plymouth	2,682	2,943	2,790	11,922	16,019	15,934
Wrangler	0	1,758	0	0	0	7,831
Total Jeep	0	1,758	0	0	0	7,831
CHRYSLER MOTORS	8,274	10,445	8,392	30,481	42,725	58,052
FORD MTR. (lt. trks.)	3,040	3,389	2,731	10,091	14,070	20,336
Light trucks	3,380	3,286	2,824	14,435	18,950	20,075
Vans	1,341	1,541	0	0	1,343	8,689
Total Chevrolet	4,721	4,827	2,824	14,435	20,293	28,764
Light trucks	1,500	1,903	2,006	7,044	9,281	9,012
Vans	487	798	0	0	488	3,650
Total GMC	1,987	2,701	2,006	7,044	9,769	12,662
GENERAL MOTORS	6,708	7,528	4,830	21,479	30,062	41,426
NAVISTAR	201	0	201	893	1,164	1,305
Total Trks., Canada	18,223	21,362	16,154	62,944	88,021	121,119
U.S., Canada Trks.	88,913	116,388	88,021	307,842	432,641	652,837

*—Estimated
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.